

1. Service name	Guidance notes
What is the proposed service name?	<i>The name you will use to identify the service within broadcasts.</i>
Answer: <i>That's Solent</i>	

2. Proposed area	Guidance notes
What coverage area does this application relate to?	<i>This licence is advertised for an area based on predicted transmitter coverage. Coverage areas are named for their principal conurbations, and are defined by the technical plan submitted by the successful applicant for the local multiplex licence. We are requiring that coverage at each location is at least as good as that predicted by our modelling.</i>
Answer: <i>Southampton</i>	
What editorial area do you propose to serve within the stated coverage area?	<i>The editorial area you propose to target may be a locality or localities within this coverage area. Whether this is a sub-set of the area, or the entire area, your service will be broadcast to the whole coverage area. This is defined in Section 2 of the ITA.</i>
Answer: <i>The whole area as defined by Ofcom: Southampton (inc. Eastleigh, Fareham, parts of Isle of Wight, parts of Portsmouth, Winchester)</i>	

3. Proposed launch date	Guidance notes
What is your state of readiness for launching your proposed service?	<i>It would be helpful for us to have an idea of how ready you are to start broadcasting. What is the earliest likely scenario, and what is the latest?</i>
Answer in fewer than 100 words: <i>We are in a position to be flexible and launch rapidly to suit the plans of the local multiplex operator. We aspire to maximise transmission coverage from launch (within the existing restriction template). Based on our experience of the time that it can take to review transmission / antenna designs and agree changes, we regard it as most realistic to aim for a launch in the first half of 2014.</i>	
What would be your indicative launch date to start broadcasting?	<i>A launch date will be achievable in practice only if the local multiplex licensee has built out coverage to your location by that date. As, at the time of this application, the local multiplex licence has not yet been awarded, the proposed build-out schedule is not known yet.</i> <i>When the local multiplex licence is awarded, its proposed build-out schedule will be compared with the indicative launch dates for all L-DTPS services in Phase 1. As far as possible, we anticipate that the local multiplex operator will amend the build-out plan to align with proposed L-DTPS launch dates.</i> <i>Services will be expected to begin broadcasting within two years of licence award, unless build-out has not been completed by the local multiplex licensee, or unless Ofcom gives permission for a</i>

	later launch if there are unforeseen circumstances. Your proposed launch date should reflect this expectation.
Answer as a date: 1 January 2014	

Programmes and programming output

Definitions and guidance¹

Localness requirement

The studio, from which the service will be broadcast, and/or the main production base of the service, should be located within the licensed area. (In some instances, and by prior written agreement from Ofcom, it may be acceptable for the primary studio to be located outside the licensed area. If you make the case in this section for locating your studio or production base outside the licensed area, then we will confirm if this is acceptable when awarding the licence.)

News and Current Affairs

For full guidance on news and current affairs programming, applicants should refer to the Invitation to Apply for an L-DTPS Licence.²

Peak time

Your programming commitments should state how much and which elements of your local programming will be broadcast during 'peak time', which is between 6.00pm and 10.30pm.

Material produced for another broadcaster

If you intend to broadcast material produced for an organisation which is different to the applicant please state what it is and how much (per day or week as appropriate).

4. Programme output	Guidance notes
<p>Please answer the questions below. They are worded to enable you to describe your proposed programme output in such a way as to demonstrate that it meets the statutory criteria for licence award.</p> <p>Later in this form you will be asked to draft your own 'programming commitments'. These are part of what Ofcom will judge your application on. These will also form the basis of your licence and Ofcom will judge your ongoing service against them once you are broadcasting. It should include a summary of your proposed programme output as set out below and reflect your commitment to delivering a local digital television programme service according to the statutory criteria.</p> <p>Questions A to J ask about the first three years of operation. Question K asks about longer-term</p>	<p>In granting a licence, Ofcom is required to have regard to the following factors (see The Local Digital television Programme Services Order 2012, the 's.244 Order'):</p> <p>(a) the extent to which any proposed service: would:</p> <ul style="list-style-type: none"> (i) meet, or would meet, the needs of the area or locality where it is received; (ii) would be likely to broaden the range of television programmes available for viewing by persons living or working in that area or locality; and (iii) would be likely to increase the number and range of programmes about that area or locality that are available for such viewing and to increase the number of programmes made in that area or locality that would be so available; and <p>(b) the ability of the licence application to maintain, the proposed service throughout the period for which</p>

¹ The text in this guidance section is intended to replace the indicative text that appears in our consultation at paragraph 7.9.

² <http://licensing.ofcom.org.uk/tv-broadcast-licences/local/apply>

<p>developments.</p>	<p><i>the licence would be in force .</i></p> <p><i>Please note that a service will be taken for the purposes of (a)(i) to meet the needs of an area or locality if, and only if:</i></p> <ul style="list-style-type: none"> <i>(a) its provision bring social or economic benefits to the area or locality, or to different categories of persons living or working in the area or locality; or</i> <i>(b) it caters for the tastes, interests and needs of some or all of the different descriptions of persons living or working in the area or locality(including, in particular, tastes, interests and needs that are of special relevance in the light of the descriptions of persons who do so live and work.</i> <p><i>Please note that references to persons living or working in an area or locality include a reference to persons undergoing education or training in that area or locality.</i></p> <p><i>Please note that applicants should have regard to the description of an L-DTPS set out in article 3 of the s.244 Order including article 3(5) which provides that a service will fall within an L-DTPS if it includes or would include a range of programmes which:</i></p> <ul style="list-style-type: none"> <i>(i) facilitate civic understanding and fair and well-informed debate through coverage of local news and current affairs;</i> <i>(ii) reflect the lives and concerns of communities and cultural interest and traditions in the area or locality;</i> <i>(iii) include content that informs, educates and entertains and is not otherwise available through a digital programme service which is available across the UK.</i> <p><i>The information given here should be more detailed than what you set out in your draft Programming Commitments (later in this form), and will help us gain a fuller understanding of how you will serve your target editorial area.</i></p> <p><i>The questions below also relate to local programme material and locally-produced programme material. Local programme material is content that is specifically relevant to the editorial area; locally-produced programming is that is made within the area or locality. These two types of programming may not be substantially different, but where they are different, applicants should reflect this in their answers below. This is discussed in more detail in Section 3 of the Invitation to Apply for an L-DTPS Licence and applicants should refer to that document.</i></p>
----------------------	---

A: Please tell us about your programme service. The following questions may help you describe your programme service (but should only be used as a guide). Where relevant you should also describe how your service will develop over time (e.g. the amount of local programming may increase over time, or new elements may be introduced as resources increase):

- What are the proposed programming elements of your service and what will be the balance between the different elements of that programming?
- How many hours a day/week of programming do you intend to broadcast in total (for each of the first three years)?
- How many hours a day/week of locally-produced programming do you intend to broadcast (for each of the first three years)?
- Where this is substantially different from the hours of locally-produced programming (above), how many hours a day/week of local programme material do you intend to broadcast (for each of the first three years)?
- Do you intend to broadcast live output? If so, when and how much do you propose to do? How might this level change over time?
- Will you broadcast in languages other than English (what languages and how much)?
- How much of your output will be original i.e., produced for your service alone?
- Will all your local programme material be locally produced?
- How much do you intend to repeat programming?

Answer in fewer than 1,000 words:

The proposed elements of the That's Solent programming service are centred around a strong local news spine. 3 hours of rolling news will be broadcast per weekday evening with a further 1 hour per day at weekends. We will have 3 production centres each based in one of the most successful further education colleges in the region; City College, Southampton, Highbury College, Portsmouth, and Isle of Wight College. Each college has agreed to provide accommodation, source apprentices, and give media training to 100 volunteer 'citizen reporters' (MOU's 1,2,3). Our main production centre will be at City College, Southampton

Each That's Solent production centre will have a tie in with their local newspapers. MOUs (4,5,6) have been signed with Newsquest (Daily Echo, Hampshire Chronicle etc); Johnston Press (Portsmouth News) and the Isle of Wight County Press. Each of these major news outlets will give That's Solent news leads and information in exchange for videos for their own websites. A camera in their newsrooms will enable us to interview their journalists. The Portsmouth and Southampton news centres will also cover South Hampshire Districts. To mastermind the launch of this news service That's Solent has enlisted former Meridian and ITV Director of News and Sport – Jim Raven.

Another key programming element will be our coverage of consumer and social action topics. That's Solent Chair Mary McAnally, and Programming Vice President Esther Rantzen both have strong backgrounds in this area. Esther Rantzen created That's Life at the BBC, and founded Childline. Mary McAnally brought consumer programming to ITV and C4, served for 10 years on the National Consumer Council and is President of the National Consumer Federation. Consumer reportage will be a strong thread in our news output and our signature programme will be 'That's Solent on Sunday' – led by Esther Rantzen. We will be supported by Citizen's Advice Hampshire which covers the Solent area (MOU 7).

That's Solent will also broadcast some special 'treats'. For example Alan Titchmarsh will

find time to take us sailing round the Isle of Wight. We will commission local independents such as Talent Television South to make such series which will be co-productions. A local history series made with the help of the Royal Navy's National Museum Portsmouth is also planned (MOU 8).

That's Solent will give opportunities, not only to young apprentices via the Further Education Colleges, but also to some 300 older 'citizen volunteer reporters' (from all ethnic groups) who will be trained at the Colleges to keep us up to speed with their own areas - feeding reports to our news, consumer and general programmes. This imaginative concept is a first for British broadcasting and will allow us to gain insights hitherto unrecorded by traditional television reportage.

The Solent area is rich in its university provision and students generally are an important part of our viewing population. That's Solent has formed excellent relationships with the University of Southampton and Portsmouth University (MOUs 9,10,11). Both are considerable employers and are repositories of research expertise which they are happy to share with their fellow local citizens via That's Solent. Programme slots will also be reserved to show selected a student magazine programme. That's Solent is happy to work with Solent and Winchester Universities in the future.

That's Solent regards the voluntary sector as a vital part of its programming mix. We will play our part in alerting local citizens to particular campaigns (see MOU 12 from Community Action Hampshire), and will create a 'Community Corner' continuing series. The Isle of Wight Rural Community Council says (MOU 13) "It is great that you recognise both the value of the work of voluntary and community groups and also that the work they do is very newsworthy from the point of view of local residents".

The voluntary sector also encompasses sport and the arts. Sport Hampshire and the Isle of Wight is committed make local people become 'more active, more often' and is delighted to work with us (MOU 14). The Saints Foundation from Southampton FC looks forward to "sharing its work across the community with us (MOU 15). The Arts too are a ready source of material and already relationships have been formed with Portsmouth City Council's Cultural services department (MOU 16) and Southampton's Cultural Development Trust (MOU 17). Professional arts providers such as the Mayflower Theatre Southampton will also work with us.

Professional business reportage is important for the economic success of the Solent sub-region. With the demise of the South East England Regional Development Agency, the Solent Local Enterprise Partnership has offered its full support to the That's Solent bid (MOU 18), as has one of the region's key employers, Associated British Ports Southampton (MOU 19) which spearheads the area's crucial maritime sector which accounts for 25% of Southampton's employment. Maritime programming will be a strong suit for That's Solent led by Board member Sir Robin Knox Johnston.

Finally, interaction - and holding local policy makers to account will be a regular feature of our schedule both in our news and in our peak time video phone-in series which will give people the chance to question local politicians, debate with business leaders, and check up on the providers of key local services. We won't just concentrate on Southampton and Portsmouth either, all parts of the transmission area will be covered. The Leader of

Eastleigh Borough Council tells us how pleased he is that we shall devote time to his area (MOU 20).

Our managed use of social engagement tools like Twitter will allow us to interact directly with our viewers, alerting us to news stories, and allowing them to take part in debates.

Citizen awareness is a key theme of That's Solent – and our key flagship series 'The Solent Audit' will contrast, compare and shed light on the performance records of our councils, health services, police forces and others.

That's Solent is a service for all communities in the Solent sub-region, offering:-

108 hours of programming per week;

50% live in peak

Over 95% locally produced

B: How will your programming meet the needs of the area where it is received?

Answer in fewer than 500 words:

Against a worldwide and national background of economic uncertainty, local communities in the Solent area, and throughout the country, are going through a period of unsettling transition. People are confused as well as concerned about what is going on. They need to be better informed and need to feel they can have a say in how their lives will be affected. They can no longer rely on the established media to fully serve their needs in this respect. The BBC and ITV have cut back on regional programming and their news services cover much larger areas.

The introduction of local television licences could not therefore have come at a better time. They'll provide an opportunity for people in our cities, towns and villages to engage more actively in this whole process of change. Local television can ensure there is a high degree of local accountability and participation.

The Solent franchise area which includes most parts of Southampton, Portsmouth, Winchester, South Hampshire and the Isle of Wight is just starting to work together to improve the lot of local citizens. Last year the Solent Local Enterprise Partnership was formed to promote investment, employment, skills, infrastructure and the growth of the business community. Its footprint perfectly matches that of That's Solent and our television service can help to keep viewers well informed and up to date on developments that will impact on their lives.

We shall use viewer information across the whole range of our programming and we shall involve all communities in the content and production of our programmes through our working partnerships with our three Further Education Colleges, universities, our citizen reporters, and our managed use of social media - all working with our professional staff.

As well as reflecting life in the area we will also do our best to promote community spirit. We shall be spotlighting the voluntary sector in a number of series. As our Vice President Programming, Esther Rantzen says "It is scandalous how little coverage is given by current broadcasters to the work of the voluntary sector and the challenges they face. And yet they

are often in possession of riveting, sometimes shocking, sometimes inspirational stories and are supported by volunteers who are often very remarkable characters. We intend to cover as much of this work as we can so that local viewers are fully informed about ways in which they too can volunteer and support this work”.

At the same time a lot of positive things are happening in the Solent area and these need to be given more exposure. New companies are setting up, Southampton University regularly produces cutting edge research, outdoor events attract huge crowds, the local sports and entertainment scenes are thriving and it's a beautiful place to live.

In order to meet the needs of the area we need to be an integral part of it. We have to demonstrate through our programmes a commitment to address all the issues that are relevant to our viewers.....That's Solent.

C: How will your programming broaden the number and range of TV programmes available for viewing in the area?

Answer in fewer than 500 words:

All our programming will broaden the number and range of TV programmes available for viewing in the area.

Our rolling local news will transmit for 3 hours per weekday evening and 1 hour per day at weekends.

Realising that over half of the population in the Solent transmission area lives outside Southampton, and using our 3 production centres, after Solent wide headlines, we will split our news into 20/20/20 versions with separate news bulletins for Southampton and Central South Hampshire, Portsmouth and South-East Hampshire, and the Isle of Wight.

Our signature series 'That's Solent on Sunday' with Esther Rantzen will feature Esther Rantzen's eclectic take on the area. The theme is intergenerational, with a mix of local stories and local characters to brighten our weekends - together with consumer investigation, problem solving and champion volunteers.

Our flagship news service will tell people what's going on where they live. We'll cover local politics, local business news, local crime, local building and planning issues, local environment concerns, and local entertainment besides carrying regular updates on local weather travel and sport. Our news service will tie in with our signature series 'That's Solent on Sunday' to launch and sustain regular consumer and citizen campaigns.

Our nightly current affairs series 'Have Your Say' will spearhead our multi-platform operation to provide opportunities for viewers to comment react and hold decision makers to account – be they politicians, business leaders, health service chiefs or education supremos. And our 'Solent Audit' series will compare and contrast the records of our public service providers be they local authorities, schools, hospitals or the police.

We'll have a special Community Corner series which will celebrate the work of different voluntary groups – and we'll also put aside airtime to showcase selected a Student Magazine programme and give them their first taste of public broadcasting.

And we'll do our best to boost participation in local sport by publicising taster sessions at

local clubs, spotlighting sports celebrities and covering local matches

Maritime programming will be another strong suit. We'll be there with extended coverage of Cowes and the Southampton Boat Show, and we'll also feature a regular series on all things waterborne led by Sir Robin Knox Johnston. Our Royal Navy advisor will be Vice Admiral John McAnally (ret'd).

Our other programmes will embrace a wide range of subjects – including special business reports, current affairs specials, and series featuring local history, lifestyle, local attractions and tourist hotspots and events.

We'll also provide a regular 'Down Your Way' series where some of our selected, trained, citizen volunteer reporters can tell all about their 'manor'. When running Meridian's programmes Mary McAnally found there was a quiet pride amongst viewers who were glad to live in the Solent area and wanted to watch programmes about the places where they lived – and ratings proved the point.

D: How will your programming increase the range of programmes made in or about the area?

Answer in fewer than 500 words:

In the digital age there are scores of channels and hundreds of programmes on offer – everything from dramas and documentaries to game shows and movies.

But very few, if any, programmes are about the Solent area, or even set in the Solent area. We have no EastEnders, or Coronation Street or even Taggart. The South East region and the Solent sub-region are starved of network programming made about or in the area.

And in the Solent area ITV and the BBC provide little in the way of local feature programming. Their local news services no longer appeal to many viewers because stories are covered as far afield as Milton Keynes, Margate and Oxford. These tend to be of little interest to people living in Southampton, Portsmouth South Hampshire and the Isle of Wight.

And that's where we come in - at least 90% of our daytime and all of our peaktime programming will be made in and about the area.

That's Solent will fill the gap and broaden the range of programmes available in the licence area by featuring local issues, local people, local landmarks and local entertainment. In the 90's Meridian broadcast a large slate of regional and local programming which rated well above the network averages for their slots. It is clear that there is a huge appetite for local content and at the same time there's an endless amount of material waiting to be exploited.

Our production teams will include experienced programme makers, together with fresh talent introduced through our apprenticeship and intern schemes, as well as our citizen reporters. We'll have instant feedback and communication with our Twitter community. We're confident that this innovative mix of local people will produce original and exciting local content that is informative, educational and entertaining and is aimed at all communities in our patch, old and young, the ethnically diverse, wealthy achievers, post industrial families, prudent pensioners as well as struggling families and those living in

high rise hardship.

E: How will your programming bring social or economic benefits to the area, or to different categories of persons living or working in the area?

Answer in fewer than 500 words:

Economic benefits

Direct new employment opportunities together with apprenticeships and internships, and trained citizen reporters.

New and local channel for Solent advertisers.

Our relationship with the Solent Local Enterprise Partnership means we shall be able to track their progress as they seek to promote investment, employment skills, and the growth of the business community through a range of on and off air activities from Business Awards programming, to programmes giving expert advice to new entrepreneurs, to business debates and news coverage.

Help the region's tourism industry by spotlighting the wealth of tourist attractions and holiday resorts.

Boost the skills agenda by publicising courses at our various educational establishments.

Ensure that the Solent public understands the importance of our numerous hi tech companies and maritime sector and other important business areas.

Events programming will show the build up to Cowes, the Southampton Boat Show and Portsmouth Navy days thereby increasing footfall.

Southampton's sister city is Qingdao. Board member Robin Knox Johnston has strong links with China, as does Kent Walwyn a board member on our parent company creating programming opportunities

Social benefits

Our programming will help boost the pride in place felt by Solent citizens.

Our sustained spotlight on the voluntary sector will increase volunteer numbers and charitable giving.

For those who somewhat housebound, the frail and infirm as well as those 'hard pressed high rise families' identified by our market research company (possibly living in inner city Portsmouth one of the most densely populated areas in the UK) we shall provide an important new channel of information.

Our consumer programming will work with local Citizens Advice Bureaux and Trading Standards departments to ensure that rip-offs and scams are publicised and that our local population knows its rights and is aware of local services.

We shall be doing our bit to increase digital inclusion. Looking forward we expect our multi channel interactive approach will be of great value to the Solent area by insuring that as many as possible are able to access future online opportunities. We will enlist the help of Dame Professor Wendy Hall and her colleagues at Southampton University to make sure we play our part

F: How will your programming cater for the tastes, interests and needs of people in the area?

Answer in fewer than 500 words:

Because we shall have such a large number of citizen reporters from all walks of life and backgrounds, together with our managed use of social media such as Twitter, we shall be able to encourage our potential audience to tell us how we can best cater for the tastes, interests and needs of the people in the area.

That's Solent board member Ed Gould is Creative Director of the Southampton based marketing agency Carswell Gould. He advised Martha Lane Fox, the UK's Digital Champion on social media strategy for her Government Report on Digital Inclusion, and he will be masterminding our interactive communication strategy in which we will ensure that we are aware of the tastes, interests and needs of people in the area.

From experience at Meridian we know there is an appetite for leisure programming of all sorts such as gardening, antiques and local history - as well as leisure pursuits such as sailing, walking and visits to the many attractions in the Solent area.

We shall celebrate different community activities in our patch - for example the popular Mela Festival in Southampton, - and our Down Your Way strand will be the perfect vehicle for capturing all the different pursuits of interest to our viewers.

We will make sure our What's On coverage is wide ranging and embraces the very many different tastes and interests of our viewing public and we shall also make sure that the professional entertainment and leisure industry in our Solent sub-region features strongly in our schedule.

G: How will your programming facilitate civic understanding and fair and well-informed debate through coverage of local news and current affairs?

Answer in fewer than 500 words:

It's important that we keep our local viewers informed about events that are taking place in town halls and council chambers. Too often little publicity is given to decisions that have a major impact on our lives. This has led to a serious disconnect between residents and local politics.

We will facilitate civic understanding and foster well informed debate through our news programmes, our interactive discussion programmes, our Solent Audit series, our consumer programming and our occasional special current affairs documentary.

For example, local planning stories are frequently dismissed as boring by newspapers and regional TV programmes. However at local level they are always relevant to groups of

people or individuals. It is often the case that communities don't find out what is going on until it's too late to object. We see this area of coverage as a vital part of our remit as a local television service.

The type of planning story we would get our teeth into is the proposed development of the Ocean Village Mariana in Southampton. The coverage of this in existing media has been less than comprehensive, and what is about to happen will have a major impact on the city and in particular those living in the immediate area. But we've spoken to residents of the marina who still have no knowledge of the detailed plans – which include a large hotel and a 26 story apartment block, the tallest in Southampton!

It's important, especially during a period of austerity that residents of towns, cities and villages know how their money is being spent. Not only will we be tracking what our local councillors do on our behalf, the same applies to the work of local MPs. At the moment they only get air time when they give an interesting sound bite or when they speak in the House of Commons. We would like to put them on the spot more often and find out what they are doing in the interests of the communities they serve. This would have the added benefit of enabling constituents to get to know their Members of Parliament and be in a better position to decide whether they should vote for them in the next election.

The sheer volume of our news output and other current affairs programming means that we will be able to return to local political stories. These are normally treated as one-offs. Our interaction with our viewers via Twitter and other managed social media means we will be able to check out how the stories develop and create campaigns where necessary. All the time our professional broadcasters will be at the helm ensuring that fair and balanced coverage is our watchword.

H: How will your programming reflect the lives and concerns of communities and cultural interest and traditions in the area?

Answer in fewer than 500 words:

We shall use our professional broadcasting skills to make sure that we reflect the lives and concerns of communities and cultural interests and traditions in the area.

As well as the senior television and broadcasting professionals on our board, we are beginning to attract well known local journalists and broadcasters who want to work with us and find the concept of local television exciting and challenging.

One such person is Chrissie Pollard who is known throughout Hampshire with her monthly column for the County magazine, and as a current presenter for BBC Radio Solent and for her previous newsreader duties for TVS.

Our numerous citizen reporters will come from different backgrounds and from different parts of our transmission area, and our younger staff, our apprentices and our tie-ins with Universities will make sure we are in touch with our viewers – old and young, rich and poor, ethnically diverse and from different cultural communities. This coupled with the different backgrounds of our board members and our managed use of social media (as per our answer F above,) means that That's Solent is geared up and knows it is essential that

we truly reflect the lives of our viewers.

I: How will your programming include content that informs, educates and entertains and is not otherwise available through a digital programme service which is available across the UK?

Answer in fewer than 500 words:

That's Solent will be offering an absolutely distinctive digital local, local, local television service which will not be available elsewhere. At launch, 100% of our peak-time material and 95% of our all our video material will be about the Solent sub-region, and at least 50% of it will be live. In later years even if we open up the night time to bought-in programming, we shall ensure that all our peak time programming is local made in and for the region (some of which may be co-productions).

That's Solent has a group of three experienced television professionals at its helm. Between them Esther Rantzen, Jim Raven and Mary McAnally have been responsible for making all sorts of quality television – from high end drama like Hornblower to internationally acclaimed documentaries such as Edward on Edward. From hugely popular and influential UK network programming like That's Life and 4What Its Worth to award winning regional programming such as Meridian Tonight, the Village, Country Ways and the Meridian Audit. All three are public service broadcasters and have been schooled in the Reathian tradition that broadcasting should inform, educate and entertain. All three wish to pass on the baton to the next generation of television broadcasters and to bring their expertise to the challenge of conquering broadcast television's new frontier – the provision of quality local television. They are joined by Dan Cass one of the country's foremost exponents of local television who brings a wealth of experience to this project.

J: What will you broadcast outside of your planned hours of local programme and locally-produced material? Do you intend to share programming with other L-DTPS licensees? From whom do you propose to acquire any third-party programming and what will the nature of this programming be? Please illustrate with a sample schedule for one week (if necessary you may provide one for each of the first three years, if you see your programme plans developing over that time-frame); you will not be held to this illustration, only to your Programming Commitments (below).

Answer in fewer than 500 words (excluding illustrative schedule):

At launch we do not intend to broadcast outside our planned hours of local programme and locally produced material. If an opportunity for a co-production arises we would only agree provided the subject matter was shot in and about our area.

Our programme schedule is intended to run from 07.00 hours to 23.00 hours weekdays (09.00 hours to 23.00 hours weekends)-- see indicative one week schedule.

If we were to open up our night time schedule within the first three years we would still expect that our daytime and evening schedule to be overwhelmingly composed of local programme and locally produced material.

K. How do you see the service developing after the first three years?

Answer in fewer than 500 words:

After 3 years we see our service being a 'must-watch' local digital channel which has developed into an exciting multi-platform operation serving the needs of all Solent citizens.

We will hope by then that we may be able to offer distinctive television news services for four different parts of our sub-region with our existing production centres in Southampton, Portsmouth, the Isle of Wight – joined by a new centre in Winchester.

We shall have four different streams on our website and will be UK leaders in the successful local management of social media.

We shall still be dedicated to offering a superior local news service together with programming devoted to the voluntary sector and consumer affairs, with a strong interactive current affairs thread running through our schedule.

And we shall be working our community and partnership model together with an experienced group of citizen reporters. We shall still be giving apprentices their first chance on the ladder and providing employment opportunities for a variety of different television professionals.

Programming Commitments

Guidance notes

Please draft the Programming Commitments for your proposed service.

If your body corporate is awarded a licence, these Programming Commitments will form the basis of what we put in the licence.

The Programming Commitments drafted here are subject to Ofcom's prior written agreement, and we may require the drafting to be amended, for example, if it does not sufficiently reflect legislative requirements.

Your draft Programming Commitments should be consistent with, and summarise, the answers you have already given in the previous section of this application form.

You should keep in mind that it will be a condition of any licence to meet the Programming Commitments: this is something you are required to do at all times and if you fail to do so you could face sanctions including revocation of the licence. They should therefore be precise and achievable.

5. Programming Commitments

Programming output

[This should be a summary of the answer you have given in section 4, in no more than **250 words**]

The That's Solent commitment:

A dedicated local news provision for three distinct areas: Southampton, Portsmouth and the Isle of Wight

Two weekly current affairs programmes such as The Solent Audit and Have Your Say

Strong consumer affairs reportage with at least one programme per week such as the signature series That's Solent on Sunday

At least forty minutes coverage per week of the voluntary sector in features such as Community Corner.

Working in partnership with Sport Hampshire and Isle of Wight, with a commitment to feature local sport in Solent area

A showcase for local student programming

A Down Your Way type series which will portray the rich local tapestry of people's lives

What's On programming and general coverage of the arts

Documentary specials and lifestyle series

Hours of local programming per day/week	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3 onwards</u>
First run:	51 hrs per week	51 hrs per week	51 hrs per week
Repeats:	57 hrs per week	57 hrs per week	57 hrs per week
Hours of local programming per day/week in peak-time (6.00-10.30pm)	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3 onwards</u>
First run:	21 hrs per week	21 hrs per week	21 hrs per week
Repeats:	11.5 hrs per week	11.5 hrs per week	11.5 hrs per week
Hours and scheduling of local news and current affairs programming (e.g. how many bulletins a day and of what duration?)	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3 onwards</u>
First run:	News weekday 15 hours per week - 3 hours per day	News weekday 15 hours per week - 3 hours per day	News weekday 15 hours per week - 3 hours per day
Repeats:	News weekend 2 hours per week - 1 hour per day	News weekend 2 hours per week - 1 hour per day	News weekend 2 hours per week - 1 hour per day
	Current affairs 3 hours per week	Current affairs 3 hours per week	Current affairs 3 hours per week
	Newsweek catch up 3 hours per weekend	Newsweek catch up 3 hours per weekend	Newsweek catch up 3 hours per weekend
	Current Affairs 3 hours per week	Current Affairs 3 hours per week	Current Affairs 3 hours per week

About your organisation

6. Company details	Guidance notes
<p>Provide the name of the entity submitting this application and the type of body corporate.</p> <p>Please provide copies of the company's Memorandum, Articles of Association and Certificate of Incorporation (or, where it is another type of body corporate, its founding documents and those which set out its objectives and rules of operation).</p> <p>Answers:</p>	<p><i>Only a body corporate can hold a licence. A body corporate is almost always a (registered) company, although it can also include, for example, some bodies created by statute (an individual or a registered charity on its own is not a body corporate).</i></p> <p><i>Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence.</i></p> <p><i>We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.</i></p>
Company (or other body corporate) name:	That's Solent Limited
Date of registration:	01/06/2012
Company registration number:	08092313
Type of company (or other body corporate):	Limited by shares
Where your body is not a company, please explain how it meets the requirement to be a body corporate:	n/a

7. Ownership

Guidance notes

Please provide details of who controls and who owns the body corporate (e.g. company) applying for this licence, and on what basis this control and ownership is achieved.

The information provided must include:

- details of all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the extent of their interest (e.g. % shareholding) (if the company will be controlled by members, but the members are not yet recruited, please say so), and the date they acquired such interest. (You will also be asked about the board of directors in 7 & 8 below.)
- details of any individual, company or other body that may exert control over the applicant.

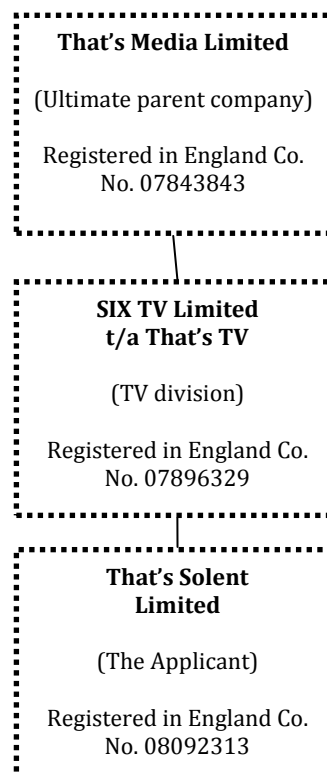
Ofcom needs to know about the ownership of the company (or other body corporate) applying for this licence, and any issues regarding its control. We will also consider how the company (or body corporate) will be run (this will usually be specified in the Articles of Association of the company).

In relation to exerting control over the applicant, the information provided should include the name, address and DOB of any individuals or corporate bodies in accordance with whose wishes the applicant's affairs are or will be conducted in most cases or in significant respects.

Answer:

That's Solent Limited is a wholly owned subsidiary of SIX TV Limited which is in turn a wholly owned subsidiary of That's Media Limited, as set out in Figure 1 below.

Figure 1: Ownership



That's Media Limited is currently 95 per cent beneficially owned by Daniel Cass (DOB: 14/10/74). The board of That's Media Limited has undertaken a private placing of new shares

in the company which has been significantly over-subscribed. It is therefore agreed, conditional upon this application being successful and/or that of our sister company That's Oxford Limited, that the beneficial shareholding of That's Media Limited will comprise:

<i>Daniel Cass</i>	<i>27.89%</i>
<i>Kent Walwin</i>	<i>10.62%</i>
<i>Ed Simons</i>	<i>9.77%</i>
<i>Philip Blackwell</i>	<i>8.52%</i>
<i>Benjamin Tagg</i>	<i>7.04%</i>
<i>Mary McAnally</i>	<i>4.0%</i>
<i>Alan Pontin</i>	<i>3.52%</i>
<i>Robin Russell Jones</i>	<i>3.52%</i>
<i>Rakesh Patel</i>	<i>3.52%</i>
<i>PC Capital</i>	<i>3.52%</i>
<i>Jeremy Norman</i>	<i>3.52%</i>
<i>Ultimate Media Fund</i>	<i>3.52%</i>
<i>Graham Miller</i>	<i>3.52%</i>
<i>Christopher Holdarc</i>	<i>3.52%</i>
<i>Reserved for Management</i>	<i>4.0%</i>
TOTAL	100%

Certain founders and management of That's Media Limited (the "Parent Company") will hold A Ordinary Shares. These persons are Daniel Cass, Kent Walwin, Edward Simons, Esther Rantzen, Mary McAnally, Timothy Eustace and Andrew Green. The articles of association of the Parent Company require that, should the number of A Ordinary Shares in issue ever constitute less than 51% of the total issued share capital of the Parent Company, the A Ordinary Shares shall confer upon the holders thereof the right (pro rata to the number of A Ordinary Shares held by each of them) to cast an aggregate 51 per cent of the voting rights capable of being cast on all matters decided by vote of general meetings of the Parent Company.

Ability to maintain the service – management and operations

Ofcom is required to have regard to the ability of the applicant for the licence to maintain the service.

8. Management structure ³	Guidance notes
<p>With regard to the applicant please provide:</p> <ul style="list-style-type: none"> • A list of directors, indicating who is the managing director and/or chair (please see question 8 regarding directors' details); • An indication of management structure (e.g. management committee or equivalent, if applicable); and/or • Information about who would be responsible for the day to day management and running of the service (there is a separate question regarding other staff below). 	<p><i>In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a service. Answers should demonstrate how those who have relevant experience will work for the service.</i></p>
<p>Answer:</p> <p><i>Directors:</i></p> <p>Mary McAnally (Chair and Launch Project Director) Daniel Cass (Chief Executive) Esther Rantzen CBE (Vice President Programming) Jim Raven (Vice President News) Caroline Williams Sir Robin Knox Johnston MBE Stella Mbubaegbu CBE Lindsey Noble Ed Gould JH 'Danny' Fisher MBE DL</p> <p>Mary McAnally, the former managing director of Meridian in the south of England, is the chair of the company and of our parent company, That's Media Limited. She will be the launch project director, putting in place systems and appointing staff ahead of launch.</p> <p>The station will be operated day-to-day by the Station Controller, who will be a hands-on controller of all aspects of the station's operation and output, supported by an active chair and board.</p>	

³ Names of any individuals except directors may be redacted in the 'for publication' version.

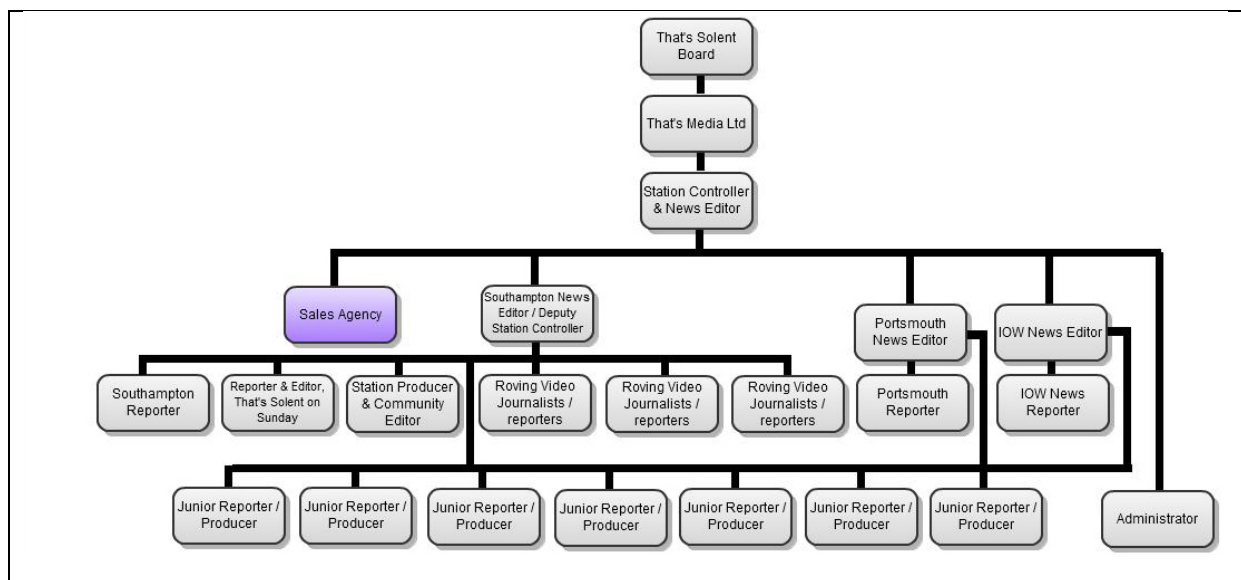
9. Compliance	Guidance notes
Please explain how you will put in place appropriate procedures to ensure and maintain compliance with the Broadcasting Code and other licence requirements.	<i>All licensees are required to comply with the Ofcom Broadcasting Code and other licence conditions. The Broadcasting Code⁴ can be found on the Ofcom website at http://stakeholders.ofcom.org.uk/broadcasting/broadcast-codes/</i>
<p>Answer in fewer than 200 words:</p> <p>We will produce a written compliance code and compliance training will be provided to all staff and third party contributors.</p> <p>The technology we are using allows us to adopt a traffic light system whereby relevant station staff are authorised to publish certain types of content straight to air, whilst other items will require ‘referring up’.</p> <p>We will hold a due diligence exercise on all advertisers. Third party producers will be required to demonstrate their competence to supply us. Reports uploaded to servers by Citizen Journalists will be checked by output producers prior to publication.</p> <p>The Station Controller will have day-to-day responsibility for editorial and advertising compliance but s/he too can ‘refer up’ to the board. We will not hesitate to engage with Ofcom or other regulators to discuss elements of our proposed editorial and advertising content. We also have access to specialist third party advisers we can use in rare circumstances where we feel external legal advice is required.</p>	

10. Director profiles	Guidance notes
Please provide information regarding each director as set out below (some or all of which may be regarded as confidential).	<i>Ofcom needs to know about the proposed directors and chair of the applicant. Some or all of the information given in this section will usually be removed from the publicly available copy of this application form. (All applications will be published on our website.)</i>
Answer (for each director please complete a separate table):	
Name:	Mary Basil Hamilton McAnally (Chair)
Name:	Daniel Cass (Chief Executive)
Name:	John Holwell Fisher MBE DL
Name:	Ed Gould

⁴ The Broadcasting Code is referred to as the ‘Standards Code’ in the L-DTPS licence.

Name:	Sir Robin Knox-Johnston, CBE,
Name:	Stella Mbubaegbu CBE
Name:	Lindsey Noble
Name:	Esther Rantzen CBE (Vice President Programming)
Name:	James Raven (Vice President News)
Name:	Caroline Ann Williams

11. Staffing structure	Guidance notes
What is the staffing structure of your proposed service? Provide a job title for key positions and indicate any unpaid as well as paid staff. This may be provided as a diagram or organisation chart. If the applicant body is a large organisation, it is not necessary to provide an exhaustive list: key management and an indication of total size will suffice. In a small organisation, it may be appropriate to list everyone.	<i>The legislation requires that Ofcom has regard to the applicant's ability to maintain the proposed service (as well as to ensure the applicant is fit and proper to hold the licence). As well as its ownership, management and operations, the proposed staffing of the service is relevant to these considerations.</i>
Answer in fewer than 400 words, plus organisation chart (optional): <p>We will employ three news editors under our station controller – one for each of Southampton, Portsmouth and the Isle of Wight. The Southampton News Editor will be Deputy Station Controller and oversee the ‘central hub’ in Southampton which will have overall responsibility for broadcast output. Each local news editor will have responsibility for a dedicated junior reporter. In addition, there will be three roving reporters who will be assigned to any part of the broadcast area.</p> <p>We will employ 7 junior reporters under the Government’s apprentice scheme, designed to promote employment and skills. Each junior reporter will be assigned to a senior reporter who will mentor them. We will additionally employ a station administrator under the apprentice scheme.</p> <p>Each journalist will be given responsibility for executive producing part of our schedule. We will employ a reporter and producer with particular responsibility for producing That’s Solent on Sunday.</p> <p>The coordination of community involvement is an important part of our proposal and we will employ a dedicated community producer to manage our relationship with partners and volunteer contributors.</p>	



12. Applicant's experience	Guidance notes
Please describe the history of your group, and any relevant experience of the group, or the individuals within the group, by answering the questions below.	<i>Ofcom is required to consider whether an applicant has the ability to run a local television service for the licence period (up to 12 years). To aid our consideration we want to know about any relevant experience the applicant group as a whole, or the individuals involved, may have.</i>
A. Please provide a brief history of your group.	
<p>Answer in fewer than 300 words:</p> <p>That's Solent is a new company formed to bring together the experience of Mary McAnally and Jim Raven – the team which ran a full regional programming service at Meridian – with the passion for consumer and campaigning journalism of Esther Rantzen.</p> <p>Our group was spearheaded by Dan Cass who, as chief executive of SIX TV, invited Mary McAnally to project manage the development of a radically new type of service for the Solent – a service which unites the whole Solent community and provides opportunities for organisations and businesses of all sizes to feel a part of it. From the outset, the intention was to ensure all parts of the Solent were fully included and this approach has secured enthusiastic support from educational establishments, newspaper partners and businesses throughout the broadcast area.</p> <p>We have the support of a team of investors, many with strong links to Hampshire and the Thames Valley, with a strong commitment to developing a long-term viable local media group</p>	
B. Please summarise the group's broadcasting experience.	

Answer in fewer than 300 words:

That's Solent board members have significant broadcasting experience.

Mary McAnally, Chair, started her television career at the BBC as a researcher, later becoming a producer at Thames Television, creating many long running series and specialising in consumer and factual programmes. She then became Head of Features at Thames. Moving to Meridian Broadcasting she was their Director of Programmes, then Managing Director. She is a Fellow of the Royal Television Society.

Esther Rantzen, Vice President Programming, now a freelance broadcaster and journalist, was for 21 years the producer/presenter of BBC Television's That's Life. She invented Hearts of Gold and several other series and won the BAFTA Dimbleby Award.

Jim Raven Vice President News, is now an executive director and owner of Big Easy Productions, the independent production company. He spent 10 years with TVS becoming one of their news editors. As Head of News at Meridian he was responsible for setting up their three news centres. He went on to become responsible for the news divisions at Anglia and HTV as well, and later became Managing Director Granada Sport.

Chief Executive, Dan Cass, is arguably the most experienced operator of local TV in the UK and unquestionably in the south of England. He oversaw the SIX TV service which operated in Oxford for nearly ten years and which subsequently took over the analogue Southampton TV service which independent research showed secured a 67% weekly reach in Southampton area.

In addition Sir Robin Knox Johnston is a presenter with BBC Solent's H2O series and his Clipper Ventures Company supplies programming to the Discovery Channel.

C. Please summarise the relevant experience of the group or its members, in relevant non-broadcast areas (such as print journalism, third sector, local business, sales and marketing, fundraising, training or education).

Answer in fewer than 250 words:

Board Director Ed Gould, creative director of Southampton based media and marketing agency Carswell Gould has worked in marketing and communications in the Solent region for 15 years. His integrated agency delivers marketing, advertising, film making, design, branding PR, social media and web design.

Board Director Stella Mbubaegbu has been Chief Executive and Principal of Highbury College for 10 years. She is a Member of Portsmouth's Children's Trust Board and World Skills UK Regional Champion

Caroline Williams is a former chair of governors at Portsmouth University and is also a former governor of several local schools. She chairs the Portsmouth Historic Dockyard Trust and was chair of fundraising for Hampshire Association for the Blind.

Esther Rantzen is Patron or Vice President of 19 different charities. She founded Childline and for 21 years was its chair. She is also currently a freelance journalist, has written 6 books and is a TV trainer

Lindsey Noble is Chief Executive and Principal of City College Southampton and a director of

the Mayflower Theatre Southampton.

Danny Fisher is a former Sheriff of the Isle of Wight and former Vice Chair of Isle of Wight College

Mary McAnally is President of The National Consumer Federation, the voluntary grassroots consumer organisation

D. Please summarise the broadcasting experience of key individuals in the applicant group (only if not already described above).

Answer in fewer than 250 words:

E. Please provide details of any third party involvement in the group (e.g. consultants or other bodies which might be making a contribution to the running of the station but are not formally part of the applicant body). (Note: Please provide a letter from any such third parties confirming their involvement as specified.)

Answer in fewer than 250 words:

We will contract advertising and sponsorship sales to Wonderworks Walkway Media Limited ("Walkway Media"). The Chairman of Walkway Media, Ed Simons, is a director of our ultimate parent company, That's Media Limited, and will have an active role in the success of the service.

F. If you have or are expecting to enter into any significant agreements with any third parties, you should provide the following details:⁵

(a) For agreements already in place, a copy of the agreement together with a short summary of its key terms, together with a description of the third parties;

(b) For proposed agreements, a description of the third parties, the proposed agreement, including what stage discussions/negotiations are at, together with any heads of terms that have already been agreed.

⁵ This section may be redacted in the 'for publication' version.

13. Risk	Guidance notes
Please describe your analysis of risks to your business, by answering the questions below.	<i>In considering whether an applicant has the ability to run a local television service for the licence period, it will be helpful for us to understand more about the applicant's analysis of possible risks to their business.</i>
Please detail what you consider to be the main risks to your business plan, both operational and financial risks, and how you propose to address these risks.	
<p>Answer in fewer than 500 words:</p> <p>We have sought to address all material risks in our plans:</p> <ul style="list-style-type: none"> Sales We have priced packages to make advertising affordable to very small businesses. Revenue Our long-term business model is not dependent on any one source of revenue, and envisages significant revenues from brand extensions (e.g. That's Insurance, That's Money). Staff and suppliers Mission critical operations are not dependent on any one person or supplier. The programme schedule contains significant flexibility to introduce new programming as resources allow. Audience We have budgeted for a launch marketing campaign which will be supported by cross-promotion with partners including local colleges and newspapers across the Solent area. We aim for social media to create a community alive to our hard-hitting investigations and exposures. However, revenue is not expected to fluctuate with audience on a week-by-week basis as it is focused on local sales. Competition We assume that the number of digital media outlets will continue to increase exponentially during the course of the licence. However, we do not believe it will be easy for any third party to replicate a strong local brand, reinforced through daily broadcasting, as an outspoken champion of local consumers. Investigative Journalism To maximise audience we are focused on investigative journalism. This involves higher risk than 'point and shoot' video. Our professional staff will be trained journalists and they will be able to rely on the support of management and directors with an exceptional track record in this area. We have budgeted for media insurance. Community programming We are concerned to never be seen as 'boring' or 'substandard'. All volunteers will undertake rigorous training. We will employ a community producer to coordinate community programming.. We will deliver regular work programmes to keep volunteers motivated and involved. 	

14. Character of service	Guidance notes
Please provide an explanation of how the character of the service (as set out in the Programming Commitments) is to be maintained for the period for which the licence would be in force.	<i>An application for an L-DTPS licence must include a detailed explanation of how the character of the service, as proposed in the application, is to be maintained for the period for which the licence would be in force.</i>
<p>Answer in fewer than 250 words:</p> <p>We will deliver our service working with our key strategic partners throughout the licence area who will train our citizen journalists and provide us with junior reporters.</p> <p>Our Vice Presidents are committed to the success of local TV and will play an active role in developing the service.</p> <p>We are realistic. The new service will launch with a funding commitment from our parent company which has substantial investor support.</p> <p>We are not solely reliant on traditional spot advertising. Our 12-year business plan assumes:</p> <ul style="list-style-type: none"> • New revenue streams – including low-cost ‘split screen’ ads; ‘live’ advertising features tagged on to breaks; local advertorials. • Brand extensions – That’s branded events, products and services e.g. That’s Insurance, That’s Money which we will allocate our own advertising inventory to support. We will maintain our reputation and integrity by delivering products which meet our rigorous standards as a consumer champion. 	

Ability to maintain the service – financial information⁶

15. Financial information: funding and projections - redacted

Contact information and declaration

You must advise Ofcom of any changes to contact details.

16. Public contact details	Guidance notes
Provide the name of the person who will deal with enquiries from the press and public, and the contact details for them. Answer:	<i>Ofcom will publish licence applications and, from time to time, publish statements which may include public contact details, on its website. A point of contact is required for these.</i>
Name:	Daniel Cass
Phone number:	07931 706 450
Email address:	Daniel.cass@ultraconsultancy.com
Website:	www.thatssolent.com
Postal address:	That's Solent Atners Stables Leckford Stockbridge Hampshire SO20 6JF

17. Contact details for Ofcom ⁷	Guidance notes
Provide the name of the person who will be Ofcom's primary contact and their contact details: Answer:	<i>Ofcom will need to contact your group in relation to this application.</i>

⁶ This section may be redacted in the 'for publication' version.

⁷ This section may be redacted in the 'for publication' version.

18. Concluding declaration

APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS

1. In relation to the applicant and any bodies and/or individuals whose details are given in this application, please state whether the applicant, any body or individual is (and if so identify that body or individual) involved in any of the activities set out in the table below, and the extent of the involvement or interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies). If none of the following categories in this section apply, this must be clearly indicated by writing 'none' in any appropriate box.

Activity/involvement	By the applicant and/or a shareholder or member	By a director
a) Local authorities	None	<p>Mary McAnally is Director of Media Local Solutions Ltd which has supplied Southampton City Council with videos for its website</p> <p>Ed Gould works with all local authorities and is closely connected to them through both client work and his place on steering group marketing Southampton</p> <p>Stella Mbubaegbu is a Member of Children's Trust Board and School Strategy Board. She chairs Portsmouth City Council's City Brand Group</p> <p>Lindsey Noble is Chair of Southampton City Council's City Brand Group and a Hampshire Ambassador for Hampshire County</p>

		Council
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	None	None
c) Bodies whose objects are wholly or mainly of a religious nature	None	Daniel Cass is a member of a progressive synagogue.
d) An individual who is an officer of a body falling within (c) above	None	None
e) A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1a) of Part I of Schedule 2 to the Broadcasting Act 1990) or a body falling within (b) or (c) above	None	None
f) An advertising agency or an associate of an advertising agency	None	Ed Gould runs an integrated agency so deliver advertising
g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	None	<p>Jim Raven is a director of Bigeasy Productions</p> <p>Esther Rantzen is a freelance producer and presenter</p> <p>Stella Mbubaegbu is principal of college that provides Broadcast courses</p> <p>Sir Robin Knox-Johnston presents Solent Radio H2O Programme for the BBC</p>

Other matters

3. In pursuance of its duties under Section 3(3) of the Broadcasting Act 1996 (as amended), Ofcom requires that the applicant should notify Ofcom of any matters which might influence Ofcom's judgement as to whether:

- (i) the applicant;
- (ii) any director of the applicant;
- (iii) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant;

may not be considered a 'fit and proper person' to participate in a broadcasting licence.

Answer:

N/A

Do you confirm, to the best of your knowledge and belief, that:

- 4. The applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 (relating to political objects);
- 5. The applicant is not otherwise a disqualified person in relation to the licence by virtue of Part II of Schedule 2 to the Broadcasting Act 1990 or any other rule prohibiting its holding the licence;
- 6. No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996; and
- 7. Any matters which might influence Ofcom's judgement as to whether the directors or members of the applicant group are fit and proper persons to participate in a licence have been made to Ofcom.

Applicants should note that Ofcom reserves the right to revoke a licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false, and that in the circumstances of section 144 of the Broadcasting Act 1996, the provision of false information or the withholding of relevant information with the intention of misleading Ofcom could incur a criminal conviction and a disqualification from the holding of a licence.

☒ Please tick this box to confirm that the applicant agrees with the above statements.

Please tick the boxes below to confirm these are included as part of this application.

- ☒ Memorandum & Articles of Association (of the entity to be licensed)
- ☒ Certificate of Incorporation (of the entity to be licensed) or founding documents
- ☒ Application Payment (UK £2,500) – this is non-refundable
- ☒ Financial forecasts

Please tick the boxes below to indicate which additional documentation is included as part of this application. We are not willing to accept additional information with this application, other than that set out below:

- ☒ Third-party agreements/heads of terms
- ☒ Indicative schedule

I hereby apply to Ofcom for the grant of an L-DTPS licence and declare that the information given in this application and any additional documentation is, to the best of my knowledge and belief, correct.

Mary McAnally....  (Name of person)

Director (Title or position in the applicant group)

13 August 2012..... (Date)

Please return this form and any additional electronic information to: local.tv@ofcom.org.uk

In usual circumstances we will only accept applications and supporting documents by email. Please contact the Local TV Licensing team if you are unable for any reason to submit electronic copies.

If you need to send anything in hard copy, please send it to:

Local Television Licensing Team
Ofcom
Riverside House
2A Southwark Bridge Road
London
SE1 9HA

Please make sure you keep a copy of anything you send, for your records.